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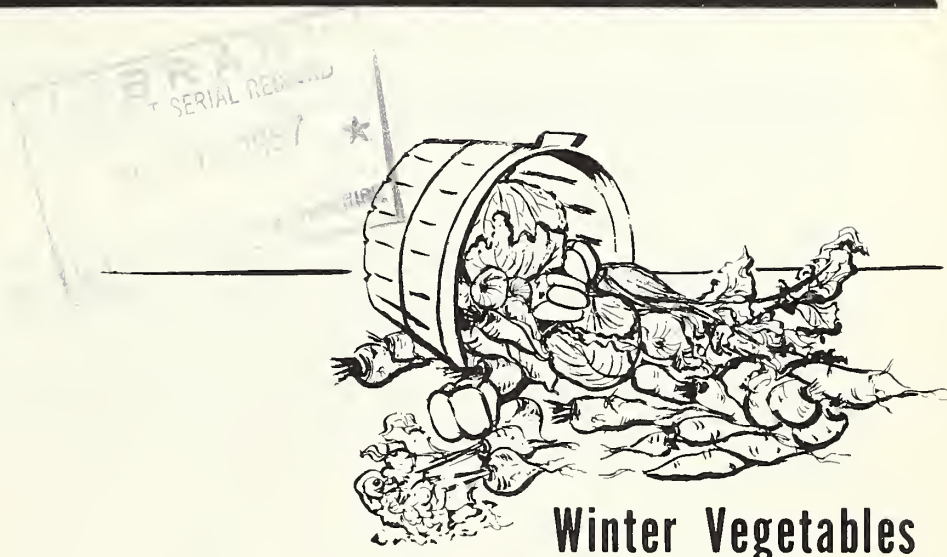


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August 1957

# 1958

## ACREAGE-MARKETING GUIDES



Winter Vegetables



Winter Potatoes

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service AMG-1

## F O R E W O R D

The acreage-marketing guides program for vegetables, including potatoes and sweetpotatoes, is designed to assist growers in balancing the supply of each vegetable with market requirements. The program is an attempt by the U. S. Department of Agriculture to provide the best possible estimates of the acreage of particular vegetables required, with average yields, to supply the quantity of these vegetables deemed necessary to meet the market need anticipated for the coming season.

The guide reports are prepared by specialists who follow the production and marketing patterns for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends and any abnormalities of preceding seasons. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so as to permit each individual grower to apply this percentage-change recommendation to his individual operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided not only with the specialists' recommendation, but also with the latest possible information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1958 Acreage-Marketing Guides  
Winter Vegetables and Winter Potatoes

The primary purpose of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in line with market requirements. Each individual grower should adjust his own acreage in accordance with the individual commodity guides. For example, when it is recommended that the 1958 acreage of tomatoes be reduced 15 percent from the acreage planted in 1957 every grower of winter season tomatoes should decrease his plantings by 15 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, the production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

I. SUMMARY OF ADJUSTMENTS

Winter Vegetables: The aggregate acreage guide for 18 winter vegetables in 1958 is a planted acreage 1 percent less than in 1957 and 8 percent less than in 1956. With normal abandonment and average yields, this acreage will result in a 1958 production 6 percent more than in 1957 but 8 percent less than in 1956.

Total planted acreage of these 18 winter vegetables for fresh market in 1957 was about 8 percent smaller than in 1956. However, acreage losses were heavier than usual and yields generally were low. As a result, the total production was 13 percent less than in 1956. In the aggregate, prices were above the low level in 1956. In 1957, prices averaged 94.1 percent of the 1947-49 average prices for winter vegetables compared with 83.6 percent in 1956.

Practically all winter vegetable producing areas experienced unusually adverse weather during the 1957 season. Plantings in Texas were sharply restricted by the severe drought in the Lower Valley. Heavy rains in Florida resulted in some acreage losses and substantially lowered the quality of all tender vegetables. A series of frosts delayed crop maturity in Arizona and California. In total, production, harvesting and marketing patterns for most vegetables were severely distorted. Season average prices were above 1956 and the 1951-55 average for lima beans, snap beans, cabbage, celery, and lettuce. Prices for all other vegetables were below 1956 and below average.

Winter Potatoes: The acreage guide for winter potatoes is a planted acreage 25 percent less than in 1957 in Florida and 5 percent less than in 1957 in California. With normal abandonment and average yields, these acreages will result in a total production 8 percent less than in 1957. The 1957 winter crop was record large and 29 percent above 1956. The increase was the result of substantial acreage increases in both states. The large crop had to compete with very large storage holdings and marketing difficulties were experienced throughout the season.

Specific planted acreage guide recommendations for 1958 winter vegetables are as follows:

Commodity	: Percentage changes in 1958 planted acre- : age compared with 1957 (percent)
Lima Beans	: Plus 15
Snap Beans	: Plus 10
Beets	: Plus 20
Broccoli	: No change
Cabbage	: $\frac{1}{2}$
Carrots	: $\frac{2}{2}$
Cauliflower	: Minus 15
Celery	: $\frac{3}{3}$
Corn, Sweet	: Minus 5
Cucumbers	: No change
Eggplant	: Minus 10
Escarole	: Minus 10
Kale	: No change
Lettuce	: $\frac{4}{4}$
Green Peppers	: Minus 20
Shallots	: No change
Spinach	: No change
Tomatoes	: Minus 15
Potatoes	: $\frac{5}{5}$

- 1/ Cabbage: Planted acreage in Texas 60 percent more than in 1957 and equal to 1957 in all other states.
- 2/ Carrots: Planted acreage 10 percent more than in 1957 in Texas and 15 percent less than in 1957 in Arizona and California.
- 3/ Celery: Planted acreage 10 percent less than in 1957 in Florida and equal to 1957 in California and Arizona.
- 4/ Lettuce: Planted acreage 15 percent more than in 1957 in Texas, 15 percent less than in 1957 in California and equal to 1957 in all other states.
- 5/ Potatoes: Planted acreage 25 percent less than in 1957 in Florida and 5 percent less than in 1957 in California.

## II. DEMAND FOR WINTER VEGETABLES IN 1958

Farmers can expect a strong demand for their winter vegetables in 1958. General economic conditions next winter are likely to be at least as favorable as they were last winter. A high level of employment and increased consumer income compared with a year earlier is indicated. If incomes rise next winter as expected, consumers will likely maintain a high level of demand for farm products in general. Costs of marketing farm products also will continue high; this could moderate the effect of rising consumer income on prices for winter vegetables.

Economic activity continued to rise during the first half of 1957. Much of the rise reflected increased spending by businessmen for new plant and equipment and larger outlays by Federal, State, and local governments. Government spending during the first half of 1957 was at a rate nearly a tenth above a year earlier and is expected to increase further in the coming year. Larger national security outlays are scheduled by the Federal government both for new programs and to cover increased costs of existing programs. In addition, a continued uptrend in spending by State and local governments will be needed to cover rising costs and larger outlays for schools, roads, and other facilities.

Private construction was relatively stable in the first half of 1957 at about the same level as a year earlier. A decline of 7 percent in outlays for residential building was offset by increased expenditures for industrial and most other types of non-residential construction. Some pickup in home construction is in prospect for coming months, especially if mortgage and financing terms are eased further under new housing legislation.

Current trends in economic activity and reported capital expansion plans indicate that business investment spending will be maintained at a high rate in the winter of 1957-58. Much of the capital expansion in manufacturing industries will be used for production of new products. Research expenditures also are being stepped up. The money market is still generally tight. Larger profits and increased depreciation reserves have increased corporate savings and internal funds available for financing capital expansion.

Consumer buying of goods and services in the first half of 1957 averaged about 5 percent above a year earlier. This reflected primarily the rise in consumer income. After adjusting for the rise in population and higher prices, real consumer income per person has held relatively steady during the past year. Consumer purchases of food reflect this relative stability in consumer income per person. Although total consumer expenditures during the first six months of 1957 were about 5 percent above a year earlier, population growth and higher prices accounted for most of the gain.



### III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Ample equipment, materials and facilities for the production, packaging and distribution of vegetables should be available next winter.

An adequate supply of farm machinery and equipment is expected. There was a modest increase in the demand for farm machinery in 1957. Manufacturers have adjusted their production rates accordingly, with sufficient margin to take care of all foreseeable demands. All other production supplies, such as fuel, trucks, implement and truck tires, are expected to be adequate.

Supplies of fertilizers and pesticides should be ample for the production of winter vegetable crops. At the same time, sudden outbreaks of insects and plant disease could quickly absorb normal supplies of some pesticides. Growers should place their orders early for at least the minimum requirements of these materials.

Manpower: The over-all supply of farm manpower in 1958 may be slightly greater than in 1957 because of cut backs in some industrial activities. Farm employers, especially those using many seasonal workers, can minimize their labor problems by planning for the recruitment of needed labor in close cooperation with local Employment Service offices. Workers from foreign sources will continue to be available for seasonal farm work in areas where needs cannot be met from domestic sources. The supply of experienced year-around farm workers is expected to continue tight. Farm employers should continue to give attention to adequate housing, continuity of employment and other incentives which make it possible to attract and hold qualified workers in the farm work force. They should also increase their efforts to train qualified replacements.

Transportation: Facilities should be ample for transporting the production from the recommended acreage of 1958 winter season fresh vegetables. If weather conditions permit normal patterns of production and loading in 1958, the supply of railroad cars should be adequate. Any shortages should be temporary. The Association of American Railroads and the car lines continue to watch the distribution of refrigeration cars closely, so as to maintain adequate rolling stock in the various shipping areas.

The supply of trucks and trailers will be ample, and supplies of parts, tires, and other accessories should be adequate.

IV. SURPLUS REMOVAL: It is the policy of the U.S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the necessary information, the Department expects that acreage can be adjusted so as to bring supplies in balance with demand and avoid marketing difficulties. Before planting time, growers should take precautionary measures to assure themselves of available market outlets.



# V. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: U. S. exports of 9 winter vegetables during the 1956-57 season totaled 318 million pounds. This included some fall onions exported during the winter months. Comparable data for the previous season are not available. Exports of winter vegetables have been trending upward for several years. This trend is expected to continue. Canada is the principal market.

WINTER VEGETABLES: Exports from the United States by Months,  
1956-57

Commodity	1956		1957				Total 6 Mos.
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1956-57
	1,000 cwt.						
Lettuce	104.31	125.44	129.37	72.04	109.11	231.95	772.22
Celery	56.50	107.51	97.75	89.98	110.93	112.48	575.15
Carrots	14.87	36.17	37.97	51.49	84.68	95.49	320.67
Cabbage	2.57	34.51	78.73	67.90	99.56	115.63	398.90
Peppers	9.01	4.40	5.18	6.11	5.84	6.96	37.50
Tomatoes	98.14	50.55	28.43	37.74	24.31	43.16	282.33
Beans, Green	18.98	11.43	9.25	7.52	9.39	9.70	66.27
Onions	142.48	98.34	130.56	73.78	118.19	114.05	677.40
Spinach	7.19	7.72	7.23	9.85	8.50	8.51	49.00

Source: Compiled from records of the Bureau of the Census.

Imports: U. S. imports of winter vegetables in 1956-57 were sharply higher than during the past two years, largely reflecting increased production on the West Coast of Mexico. Imports of the six more important winter vegetables totaled 220 million pounds compared to 164 million pounds during the 1955-56 season.

Imports of tomatoes and cucumbers from Cuba were below those of the previous season primarily because of low market prices in the United States during most of the season. Imports of all vegetables from Mexico were up sharply from the low volume of the previous season. The volume of tomatoes would have been larger if United States market prices had been higher.

In both Cuba and Mexico an increase in the volume of vine ripened tomatoes is likely. The use of refrigerated trucks for shipments from Mexico has speeded delivery so that vine ripened tomatoes can be shipped successfully to a number of markets in the United States. Shipment by truck also appears to be increasing the mixed loading of several vegetables from the West Coast of Mexico. Unless prices in United States markets are low again, a further increase in the shipments of winter vegetables is likely next season.

WINTER VEGETABLES: Imports into the United States for Consumption, Country of Origin, by Months for 1956-57

Commodity and Country of Origin	1956		1957				Total Six Months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1956-57	1955-56
	-	-	-	-	-	-	-	-
	1,000 cwt.							
<u>Peppers</u>								
Cuba	1/	0	.01	.13	.02	.11	.27	1.77
Mexico	1.68	12.60	24.81	23.33	18.01	9.19	89.62	40.02
<u>Eggplant</u>								
Cuba	0	0	2.12	6.19	4.68	0	12.99	19.48
Mexico	.08	.22	.96	1.43	1.92	.89	5.50	.12
<u>Tomatoes</u>								
Cuba	5.43	7.78	48.92	41.76	52.02	8.60	164.51	232.47
Mexico	20.15	129.21	275.35	205.29	237.40	137.10	1,004.50	516.73
<u>Cucumbers</u>								
Cuba	0	32.68	152.12	139.67	49.82	.37	374.66	405.47
Mexico	0	.04	2.92	6.77	3.46	6.50	19.69	3.96
<u>Cantaloups</u>								
Cuba	0	0	.24	2.34	.95	0	3.53	0
Mexico	0	0	11.39	44.81	136.93	216.62	409.75	339.14
<u>Watermelons</u>								
Cuba	0	0	.13	.28	.41	0	.82	4.99
Mexico	0	0	1.64	14.93	32.75	69.07	118.39	77.59

1/ Less than 500 pounds.

Source: Compiled from records of the Bureau of the Census.

VI. CANNED AND FROZEN VEGETABLES

All canned and frozen vegetables were in heavy supply during the winter of 1957. Stocks of canned corn, tomatoes, and frozen peas were particularly excessive. In general, disappearance rates were high during the season, with exceptionally high rates for canned and frozen corn, canned tomatoes, and frozen snap beans and peas. Relatively low prices and extensive promotional activity contributed to the expansion in sales.

Preliminary acreage and production data for vegetables for processing in 1957 indicate that packs of all vegetables except spinach will be moderately smaller than in 1956. However, the smaller packs should be about offset by heavier carryovers into the 1957 packing season. As a result, total supplies in the winter of 1958 are expected to be about the same as in 1957 and will continue to offer strong competition to fresh vegetables.

The following table shows the January 1 stocks position of selected canned and frozen vegetables and the apparent disappearance during the January-March period for the last three years:

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN  
VEGETABLES, WINTER SEASON 1955-56-57

	: Total Supply January 1			: Disappearance Jan. 1-March 31		
Commodity	: 1955	: 1956	: 1957	: 1955	: 1956	: 1957
	(million cases basis 24/2's)			(million cases basis 24/2's)		
<u>Canned Vegetables 1/</u>						
Lima Beans	<u>2/</u> 3.2	<u>2/</u> 3.0	3.2	<u>3/</u> .8	<u>3/</u> .8	<u>2/</u> .8
Snap Beans	18.2	18.1	17.1	<u>3/</u> 6.3	<u>3/</u> 6.9	6.6
Beets	5.6	5.7	7.1	<u>3/</u> 1.5	<u>3/</u> 1.6	<u>2/</u> 1.6
Carrots	2.3	1.8	<u>2/</u> 2.4	<u>3/</u> .4	<u>3/</u> .5	<u>2/</u> .6
Corn, Sweet	26.0	20.7	25.7	8.6	8.6	8.9
Peas, Green	15.5	16.1	17.1	7.0	7.5	7.0
Spinach	1.6	2.1	<u>2/</u> 2.3	<u>4/</u> .2	<u>4/</u> .2	<u>4/</u> .1
Tomatoes	14.2	15.1	19.4	5.3	5.7	5.9
<u>Frozen Vegetables</u>						
	<u>Million Pounds</u>				<u>Million Pounds</u>	
Lima Beans	106.9	98.3	108.2	32.6	32.7	30.8
Snap Beans	79.5	81.1	86.2	30.6	35.0	37.0
Corn, Sweet	91.4	65.7	82.5	27.3	26.2	31.6
Peas, Green	122.6	124.6	219.1	59.5	67.3	80.1
Spinach	23.9	32.8	35.7	<u>4/</u> 9.7	<u>4/</u> 9.4	<u>4/</u> 9.1

1/ Total supply includes canners' and distributors' stocks.

2/ Estimate.

3/ Interpolation.

4/ January 1 to March 1.

Source: National Canners Association, National Association of Frozen Food Packers, Census Bureau, and AMS, USDA.



Winter Vegetables: 1958 Planted Acreage Guides With Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of			
	1958 Guide	1957 Prel.	1956	acres	1951-55 Average	1946-50 Average	1957 Prel.	1956 : Average : Average
Beans, Lima	700	600	700		750	1,750	117	100
Beans, Snap	25,200	22,900	25,300		28,360	38,600	110	100
Beets	2,400	2,000	3,300		3,720	6,860	120	73
Broccoli	3,300	3,300	3,300		6,052	5,630	100	100
Cabbage	39,600	32,700	42,100		42,700	54,540	121	94
Carrots	32,300	31,500	35,800		37,140	43,890	103	90
Cauliflower	6,900	8,120	7,030		4,462	3,980	85	98
Celery	9,700	10,390	10,560		9,958	10,540	93	92
Corn, Sweet	11,900	12,500	11,000		8,060	1/	95	108
Cucumbers	2,800	2,800	3,000		2,780	1,800	100	93
Eggplant	800	900	700		720	876	89	114
Escarole	5,200	5,800	5,600		5,000	3,470	90	93
Kale	2,600	2,600	2,600		2,800	2,740	100	100
Lettuce	63,600	68,000	79,300		64,620	53,200	94	80
Peppers, Green	5,500	6,900	5,000		4,020	3,840	80	110
Shallots	3,700	3,700	3,900		3,840	2,860	100	95
Spinach	13,200	13,250	14,050		21,820	40,950	100	94
Tomatoes	21,400	25,200	20,700		15,560	13,960	85	103
Total	250,800	253,160	273,940		262,362	2/289,486	99	92

1/ Not available.

2/ Sweet Corn not included.

# Winter Vegetables: 1958 Probable Production With Comparisons

Commodity	1958 1/ : Guide		Production 2/ : 1957 : Prel.		: 1956 : tons		: 1951-55 : Average		: 1946-50 : Average		: 1957 : Prel.		: 1951-55 : Average		: 1946-50 : Average		: 1951-55 : Average		: 1946-50 : Average	
Beans, Lima	750	500			900		750		2,050		150		83		100		37			
Beans, Snap	40,550	31,500			35,650		43,050		44,850		129		114		94		90			
Beets	9,700	8,500			12,400		13,200		24,400		114		78		73		40			
Broccoli	7,600	7,800			8,650		12,400		12,200		97		88		61		62			
Cabbage	318,900	233,300			347,750		327,300		344,200		137		92		97		93			
Carrots	212,050	213,000			252,000		241,100		259,700		100		84		88		82			
Cauliflower	33,450	34,900			35,000		21,600		19,000		96		96		155		176			
Celery	220,050	220,450			237,300		222,700		169,750		100		93		99		130			
Corn, Sweet	35,700	39,800			24,750		24,700		3/		90		144		145		-			
Cucumbers	8,000	11,050			4,650		5,900		5,250		72		172		136		152			
Eggplant	5,250	6,750			4,400		4,800		4,750		78		119		109		111			
Escarole	29,600	30,000			30,000		29,300		17,350		99		99		101		171			
Kale	9,250	8,850			9,100		10,150		9,500		105		102		91		97			
Lettuce	445,750	436,150			509,500		424,850		345,100		102		87		105		129			
Peppers, Green	26,850	27,450			26,450		19,750		16,950		98		102		136		158			
Shallots	5,200	2,900			5,850		5,250		3,900		179		89		99		133			
Spinach	29,800	33,550			35,300		35,950		51,850		89		84		83		57			
Tomatoes	115,900	126,500			106,400		87,750		49,550		92		109		132		234			
Total	1,554,350	1,472,950			1,686,050		1,530,500		4/1,380,350		106		92		102		4/ 110			

- 1/ Computed: Acreage guides for 1958 winter vegetable times average yield.
- 2/ Includes some quantities not marketed (See individual statements for particulars).
- 3/ Not available.
- 4/ Sweet Corn not included.

1958 Acreage-Marketing Guides  
Winter Vegetables

Lima Beans

(Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre :Production:	: : :(\$ per : Value cwt.) (\$1,000)
	(acres)	(cwt.) (1,000 cwt.)	

1958 Acreage Guide and  
Probable Production

(planted acreage 15 percent  
more than 1957) 700

1/ 26 15

Background Statistics

1957 Prel.	600	400	25	10	12.70	127
1956	700	600	30	<u>2</u> / 18	9.30	149
1951-55 Average	750	620	25	<u>2</u> / 15	12.26	183
1946-50 "	1,750	1,400	30	<u>2</u> / 41	11.91	457

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 9 in 1946, 8 in 1948, 1 in 1950 and 2 in 1956.

Comparisons and Comments: The downward trend in the production of winter lima beans was continued in 1957, with a crop 44 percent smaller than in 1956 and 33 percent below the 1951-55 average. Most of the reduction in 1957 reflected the extensive loss of acreage and low yields resulting from heavy rains in the Pompano area during the latter half of January. Prior to that time the crop had developed under generally favorable conditions. Movement of the 1957 crop was light and irregular throughout the marketing season. Prices generally ranged well above levels that prevailed during the comparable period in 1956. Supplies of frozen and canned lima beans were relatively heavy during the 1957 season and current prospects indicate a similar situation for the winter of 1958. There apparently is a special, if somewhat limited, demand for the fresh product and growers probably could market, at favorable prices, a somewhat larger quantity than was available in 1957.

1958 Guide: The 1958 guide is a planted acreage 15 percent more than in 1957. Such an acreage with a normal abandonment of 16 percent and a 1953-57 average yield will result in a production 50 percent above 1957 but equal to the 1951-55 average.



1958 Acreage-Marketing Guides  
Winter Vegetables

Snap Beans

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	: Planted: For Harvest:	Per Acre	: Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1958 Acreage Guide and Probable Production

(planted acreage 10 percent more than in 1957) 25,200

1/ 35

811

Background Statistics

1957 Prel.	22,900	19,700	32	630	11.70	7,371
1956	25,300	21,600	33	713	9.80	6,987
1951-55 Average	28,360	26,720	33	<u>2</u> / 861	9.66	8,030
1946-50 "	38,600	31,340	29	<u>2</u> / 897	8.97	7,338

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 181 in 1946, 103 in 1947, 112 in 1948, 95 in 1951 and 37 in 1955.

Comparisons and Comments: The 1957 planted acreage was 9 percent smaller than in 1956, losses were fairly heavy and the acreage for harvest was 9 percent below 1956. This was the smallest acreage since 1940. Yields were slightly below 1956 and the 1951-55 average and total production was 12 percent below the small 1956 crop and 27 percent below the 1951-55 average. During the 1957 winter season, the crop was afflicted by a variety of adverse weather conditions, including drought and several periods of cool weather during the first portion of the season and excessive rain during the latter portion. Prices for good quality beans were high from early January through mid-March then declined moderately during the last half of March as shipments increased substantially. The season average price was considerably above the fairly high level in 1956. The prospective production for processing in 1957 is above a year ago and packs may be slightly larger. However, these larger packs should be about offset by smaller carryovers so that total supplies of processed snap beans in 1958 should about equal those in 1957.

1958 Guide: The 1958 guide is a planted acreage 10 percent more than in 1957. Such an acreage with a normal abandonment of 8 percent and a 1953-57 average yield will result in a production 29 percent more than in 1957 but 6 percent less than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Beets

(Texas)

Year	Acreage		Yield		Production	Price	Value
	:Planted:	For Harvest:	Per Acre	:Production:			
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1958 Acreage Guide and  
Probable Production

(planted acreage 20 per-  
cent more than 1957) 2,400                      1/ 81                      194

Background Statistics

1957 Prel.	2,000	2,000	85	170	1.40	238
1956	3,300	3,300	75	248	1.65	409
1951-55 Average	3,720	3,440	77	2/ 264	1.64	390
1946-50 "	6,860	6,700	73	2/ 488	1.19	545

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 76 in 1946, 37 in 1950, 50 in 1953, 32 in 1954 and 16 in 1955.

Comparisons and Comments: Drought and shortage of irrigation water sharply reduced plantings in the Texas Lower Valley, the principal producing area for winter beets. While increases in other Texas areas were partially offsetting, the state's total plantings were 39 percent below 1956 and 46 percent below the 1951-55 average. Practically all of the crop was on irrigated land and yields were considerably above the 1951-55 average. Total production was 31 percent below 1956 and was the smallest on record. Light supplies were available during the last half of November and were marketed at fairly high prices. During December the movement increased and prices declined to fairly low levels. Prices continued at low levels until late March, then increased to fairly high levels as the season drew to a close. Canned beets, which are offering increasing competition to the fresh product, were in very heavy supply during the 1957 winter months and probably prevented unusually high prices for the very small fresh market crop. Current prospects are that canned beets will be in slightly lighter supply in 1958.

1958 Guide: The 1958 guide is a planted acreage 20 percent more than in 1957. Such an acreage with no abandonment and a 1953-57 average yield will result in a production 14 percent more than in 1957 but 27 percent less than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Broccoli

(Arizona, South Carolina, and Texas)

Year	Acreage		Yield			Price	Value
	:Planted:	For Harvest:	Per Acre	:Production:		(\$ per	(\$1,000)
	(acres)		(cwt.)	(1,000 cwt.)		cwt.)	

1958 Acreage Guide and  
Probable Production

(planted acreage equal

to 1957) 3,300 1/ 46 152

Background Statistics

1957 Prel.	3,300	3,300	47	156	8.91	1,390
1956	3,300	3,300	52	173	9.57	1,656
1951-55 Average	6,052	5,932	42	248	9.44	2,334
1946-50 "	5,630	5,630	43	244	9.47	2,290

1/ 1953-57 average yield.

2/ Arizona only prior to 1949.

Comparisons and Comments: The planted acreage of winter season broccoli has been declining fairly steadily since the peak year of 1950. While plantings in 1957 were equal to 1956, they were only about 30 percent of the acreage in 1950. Practically all of the reduction has taken place in Texas and Arizona, with South Carolina down moderately. During 1957, growing conditions were generally favorable in Texas and Arizona but dry weather lowered yields in South Carolina. The group average yield was below the high level in 1956 but was above the 1951-55 average. Total production was 10 percent less than in 1956 and 37 percent below the 1951-55 average. Although production was relatively small, throughout the season prices were below comparable levels in 1956. The season average price was moderately below 1956 and the 1951-55 average. Factors contributing to the lower prices were the increased movement from California and the much larger supplies of frozen broccoli. California shipments were about 50 percent larger than the below normal movement in 1956 and frozen stocks were about 70 percent larger. Frozen stocks are expected to be heavy again in 1958.

1958 Guide: The 1958 guide is a planted acreage equal to 1957. Such an acreage with no abandonment and a 1953-57 average yield will result in a production 3 percent less than in 1957 and 39 percent less than the 1951-55 average.



1958 Acreage-Marketing Guides  
Winter Vegetables

Cabbage

(Florida, Texas, Arizona, and California)

Year	: Acreage :Planted:For Harvest:	: Yield : :Per Acre:Production:	: Price : :(\$ per cwt.):	: Value :(\$1,000)
	(acres)	(cwt.) (1000 cwt.)		
1958 Acreage Guide and Probable Production (see 1958 guide below)	39,600	1/ 165	6,378	
Background Statistics				
1957 Prel.	32,700	30,800	151	4,666
1956	42,100	41,100	169	2/ 6,955
1951-55 Average	42,700	39,920	164	2/ 6,546
1946-50 "	54,540	51,800	133	2/ 6,884
				1.56 9,574

1/ 1952-56 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 50 in 1946, 408 in 1947, 476 in 1948, 1,037 in 1949, 1,912 in 1950, 1,014 in 1951, 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955 and 268 in 1956.

Comparisons and Comments: The 1957 crop was 33 percent below 1956 and was the smallest since 1941. The very small crop was principally the result of sharply reduced acreage in the Texas Lower Valley (caused by extended drought) and low yields in Florida (caused by drought early in the season and excessive rain during the latter half of the season). Very heavy storage supplies from the preceding early fall crop offered strong competition until about mid-February and prices were low. The market improved during the last half of February as storage supplies cleaned up and Texas shipments declined. Prices reached very high levels by mid-March, then declined to moderate levels as harvest of early spring crops began. Season average prices in all states except California were relatively high. In 1958, a return to a more normal acreage in Texas appears likely. This should provide ample additional supplies to meet requirements and no expansion in other states is warranted under anticipated demand conditions. The indicated 1957 early fall acreage for harvest is 12 percent below 1956.

1958 Guide: Because of severe drought-caused acreage reduction in Texas in 1957, a comparison of the 1958 guide with 1957 acreage may be misleading. The 1958 guide is a planted acreage in Texas 60 percent more than in 1957 (but 8 percent less than in 1956) and planted acreages in all other states equal to 1957. Such acreages with normal abandonment and 1952-56 average yields by states will result in a production 37 percent more than in 1957 but 3 percent below the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Carrots

(Arizona, Texas and California)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: : :Price :	: : :Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and Probable Production

(see 1958 guide below)

32,300                      1/ 131                      4,241

Background Statistics

1957 Prel.	31,500	31,500	135	4,260	2.08	8,846
1956	35,800	35,300	143	5,040	2.24	11,289
1951-55 Average	37,140	36,600	132	2/ 4,822	2.99	14,254
1946-50 "	43,890	43,640	120	2/ 5,194	2.89	14,608

1/ 1953-57 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 378 in 1949, 231 in 1950, 56 in 1953, 56 in 1954, and 116 in 1955.

Comparisons and Comments: The 1957 crop was 15 percent below 1956 as a sharp decrease in Texas more than offset increases in Arizona and California. The cutback in Texas was largely the result of drought which severely restricted plantings, particularly for late season harvest. Although the Texas crop was much smaller than normal, most of it was marketed at very low prices. The small Arizona crop also sold at low price levels. From late November until late April total available supplies were in excess of market requirements. In late April the movement from Texas became relatively light and prices improved to moderate levels. California shipments during the January - April period were restricted by the low prices but increased in May as prices improved. Assuming more normal growing conditions in 1957, some increase in acreage appears likely in Texas, particularly for the late season harvest. Any expansion in Texas will adversely affect markets for crops produced in Arizona and California because of the freight rate advantage for Texas shipments to eastern markets.

1958 Guide: The 1958 guide is a planted acreage in Texas 10 percent more than in 1957 and planted acreages in Arizona and California 15 percent less than in 1957. Such acreages with no abandonment and 1953-57 average yields by states will result in a 1958 production about equal to 1957 but 12 percent less than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Cauliflower

(Florida, Texas, and Arizona)

Year	Acreage		Yield	:	:	:	:
	Planted:	For Harvest:	Per Acre	Production:	Price	Value	
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1958 Acreage Guide and  
Probable Production

(planted acreage 15 percent  
less than 1957) 6,900

1/ 100

669

Background Statistics

1957 Prel.	8,120	7,820	89	698	4.04	2,823
1956	7,030	6,930	101	700	4.39	3,071
1951-55 Average	4,462	4,342	100	432	4.77	2,041
1946-50 "	3,980	3,880	98	2/ 380	4.24	1,606

1/ 1952-56 average yield.

2/ Includes 1,000 cwt. not marketed in 1946 and excluded in computing value.

Comparisons and Comments: The total acreage of cauliflower for winter harvest has increased sharply since 1951, mostly because of an expansion in Texas where the 1957 plantings were five times larger than in 1951. Texas and Arizona increased acreage in 1957 and the group total plantings were 16 percent above 1956 and 82 percent above the 1951-55 average. Growing conditions were generally favorable in Texas and Arizona and yields were fairly high. The Florida crop was adversely affected by hot, dry weather and yields were below average. The total production was about equal to 1956 and was 62 percent above the 1951-55 average. Movement of the winter crop began in late November with volume supplies available by mid-December. Shipments continued fairly heavy through February. Most of the season prices were well below levels that prevailed during 1956. Competing supplies from California were much larger than a year earlier (when California crops were heavily damaged by excessive rain). In addition, frozen cauliflower was in considerably heavier supply in 1957 than in 1956. Fairly heavy frozen stocks are anticipated for the 1958 season.

1958 Guide: The 1958 guide is a planted acreage 15 percent less than in 1957. Such an acreage with a normal abandonment of 3 percent and a 1952-56 average yield will result in a production 4 percent less than in 1957 but 55 percent more than the 1950-55 average.



1958 Acreage-Marketing Guides  
Winter Vegetables

Celery

(Florida, Arizona, and California)

Year	: Acreage : Planted: For Harvest:	: Yield : : Per Acre: Production:	: : Price : Value
	(acres)	(cwt.)(1000 cwt.)	(\$ per cwt.)( \$1000)

1958 Acreage Guide and  
Probable Production  
(see 1958 guide  
below)

9,700                      1/457                      4,401

Background Statistics

1957 Prel.	10,390	9,990	441	4,409	4.31	19,000
1956	10,560	10,460	454	4,746	3.10	14,721
1951-55 Average	9,958	9,864	453	2/ 4,454	3.64	16,027
1946-50 "	10,540	10,320	331	2/ 3,395	4.59	14,870

1/ 1953-57 average yields by states.

2/ Includes the following quantities ( in 1000 cwt.) not marketed and excluded in computing value: 46 in 1946, 322 in 1948, 79 in 1950, 91 in 1951, 54 in 1952, 53 in 1953, and 43 in 1954.

Comparisons and Comments: The 1957 acreage for harvest was 5 percent below 1956 but 1 percent above the 1951-55 average. Slight increases in Florida and Arizona were more than offset by a 12 percent decrease in California. Yield in California was slightly above average even though drought conditions prevailed early in the season. Yield in Florida was the lowest since 1952; excessive rain, heat, and frost affected crop development. Total production was 7 percent below 1956 and slightly below average. Prices for California supplies opened at extremely high levels in late December then trended downward during most of the marketing season; prices averaged much higher than in 1956. Prices for Florida supplies fluctuated considerably throughout the season as varying weather conditions affected crop development and harvest schedules. Prices held above 1956 levels except in late December and early January, when warm weather hastened crop maturity, and shipments became fairly heavy. February and March shipments were less than in 1956.

1958 Guide: The 1958 guide is a planted acreage 10 percent less than in 1957 in Florida and acreages equal to 1957 in California and Arizona. Such acreages with average abandonment of 1 percent and 1953-57 average yields by states will result in a production about equal to 1957 and 1 percent less than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Sweet Corn  
(Florida)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: Price : Value (1,000 cwt.)(\$ per (\$1,000 cwt.)
1958 Acreage Guide and Probable Production (planted acreage 5 percent below 1957)			
	11,900	<u>1</u> / 75	714
Background Statistics			
1957 Prel.	12,500	11,700	68 796 4.95 3,940
1956	11,000	6,600	75 495 5.80 2,871
1951-55 Average	8,060	6,780	71 494 5.46 2,630
<u>1</u> /	1953-57 average yield.		

Comparisons and Comments: A late November cold snap in the Everglades damaged a portion of the acreage intended for early winter harvest. Most of the acreage was replanted. This resulted in overlap in harvests and bunching of supplies in the latter part of the season. Shipments in January were more than double those in January 1956. Shipping point prices held at relatively high levels during the first half of January but eased downward in late January and February as shipments increased. Prices in the early part of the marketing season were moderately to substantially higher than in the comparative period of 1957, but were lower during the latter part of the season. Processed supplies available to markets during the winter were very heavy. Shipments of canned corn through April 1, 1957 were almost 19 percent higher than in the previous marketing season. Frozen stocks were 26 percent larger than in 1956. The 1957 acreage of corn for processing is moderately less than in 1956. Florida harvested acreage in 1957 was 77 percent higher than in 1956 due to moderately larger plantings and to considerably less acreage abandoned because of weather. Average yield was the lowest since 1952. Production was record-high.

1958 Guide: The 1958 guide is a planted acreage 5 percent less than in 1957. Such an acreage with an average abandonment of 20 percent, and a 1953-57 average yield, will result in a production 10 percent less than in 1957, but 44 percent more than in 1956 and the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Cucumbers

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Price	: Value
	(acres)	(cwt.)		(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and  
Probable Production

(planted acreage equal  
to 1957)

2,800

1/ 68

160

Background Statistics

1957 Prel.	2,800	2,600	85	221	8.10	1,790
1956	3,000	1,500	62	93	8.30	772
1951-55 Average	2,780	1,820	63	118	12.16	1,297
1946-50 "	1,800	1,310	71	105	11.46	881

1/ 1953-57 average yield.

2/ Includes 11,000 cwt. not marketed in 1948 and excluded in computing value.

Comparisons and Comments: The 1957 winter cucumber crop was considerably larger than the small crop in 1956, which was heavily damaged by freezing weather, and was 87 percent above the 1951-55 average. The expansion was the result of a much larger acreage for harvest and sharply higher yields. Acreage abandonment was considerably less than normal. Development of the crops for early winter harvest was delayed by cold weather in late December and domestic supplies were relatively light during January. However, imports from Cuba were heavy during this period and market prices were fairly low. Heavy rains on January 20-21 caused considerable damage in the Pompano area. During February total shipments declined, with only limited domestic supplies available and imports down slightly. As a result, prices for good quality improved to high levels. However, general quality was only fair and the overall price level was low. Supplies continued light and prices were high until late March, then declined gradually as shipments from early spring crops increased. The season average price was slightly less than the low level in 1956, reflecting the poor quality. Total imports were 4 percent below 1956.

1958 Guide: The 1958 guide is a planted acreage equal to 1957. Such an acreage with an abandonment of 16 percent and a 1953-57 average yield will result in a production 28 percent less than in 1957 but 36 percent more than the 1951-55 average.



1958 Acreage-Marketing Guides  
Winter Vegetables

Eggplant  
(Florida)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and  
Probable Production

(planted acreage 10 percent  
less than 1957) 800

1/ 140 105

Background Statistics

1957 Prel.	900	900	150	135	4.30	580
1956	700	650	135	88	6.50	572
1951-55 Average	720	680	140	96	6.96	628
1946-50 "	876	806	115	<u>2</u> / 95	6.82	575

1/ 1953-57 average yield.

2/ Includes 6,270 cwt. not marketed in 1946 and excluded in computing value.

Comparisons and Comments: The 1957 winter crop exceeded the small freeze-damaged 1956 crop by 53 percent, reflecting 29 percent more acreage and 11 percent higher yields. Supplies were relatively heavy early in the marketing season and prices were at low levels. In late January, heavy rains caused severe damage in the Pompano area and yield prospects were sharply reduced. There was light damage to the crop in the Fort Myers-Immokalee area. During most of February sizes were small and quality was reduced because of wind-scaring. Supplies were light and prices fairly high for good quality eggplant from late January through February. In March, prices declined to low levels again as the effects of the adverse weather were overcome and shipments became heavy. Prices were below comparable 1956 levels most of the marketing period and for the season averaged substantially below 1956 and the 1951-55 average.

1958 Guide: The 1958 guide is a planted acreage 10 percent less than in 1957. Such an acreage with a normal abandonment of 6 percent and a 1953-57 average yield would result in a production 22 percent less than in 1957 but 9 percent more than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Escarole

(Florida)

Year	Acreage		Yield		Price	Value
	Planted:	For Harvest:	Per Acre	Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and Probable Production

(planted acreage 10 percent less than in 1957) 5,200

1/ 128 592

Background Statistics

1957 Prel.	5,800	5,000	120	600	4.60	2,760
1956	5,600	4,800	125	<u>2</u> / 600	4.80	2,822
1951-55 Average	5,000	4,520	130	<u>2</u> / 586	4.72	2,430
1946-50 "	3,470	2,980	116	<u>2</u> / 347	4.44	1,326

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 67 in 1946, 64 in 1948, 14 in 1949, 75 in 1950, 161 in 1951, 48 in 1952, 104 in 1954, 22 in 1955 and 12 in 1956.

Comparisons and Comments: The upward trend in planted acreage of escarole continued in 1957 with an increase of 4 percent above 1956. However, brief periods of cold weather in late December and mid-January, plus excessive rains in late January caused some loss of acreage and below average yields. As a result, production was about equal to 1956 but still 2 percent above the 1951-55 average. Early fields for harvest were delayed somewhat by adverse fall weather which resulted in light supplies and fairly high prices during November and the first half of December. Shipments increased substantially during the last half of December and prices declined sharply to low levels. Except for a brief period of moderate prices in late January, prices were at low levels the remainder of the season. The season average price was moderately lower than in 1956. During the past 10 years the demand for escarole apparently has been expanding. However, growers have been expanding production at a faster rate. The result has been generally low prices and considerable economic abandonment during eight of the last ten seasons.

1958 Guide: The 1958 guide is a planted acreage 10 percent less than in 1957. Such an acreage with a normal abandonment of 11 percent and a 1953-57 average yield will result in a production 1 percent less than in 1957 but 1 percent more than the 1951-1955 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Kale

(Virginia)

Year	: Planted: (acres)	Acreage For Harvest:	Yield : Per Acre (cwt.)	: Production: (1,000 cwt.)	: Price : (\$ per cwt.)	: Value (\$1,000)
1958 Acreage Guide and Probable Production (planted acreage equal to 1957)						
	2,600		<u>1</u> / 71	185		
Background Statistics						
1957 Prel.	2,600	2,600	68	177	4.00	708
1956	2,600	2,600	70	182	3.85	701
1951-55 Average	2,800	2,800	72	<u>2</u> / 203	4.06	794
1946-50 "	2,740	2,700	71	190	3.90	714

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953 and 9 in 1954.

Comparisons and Comments: The 1957 planted acreage was equal to that in 1956 but was 7 percent less than the 1951-55 average. Growing conditions were generally favorable during the first half of the growing season but excessive rains in February plus severe cold in January and early February caused some damage to the crops for later harvest. For the season, yields were slightly below 1956 and the 1951-55 average. Total production was 3 percent below 1956 and 13 percent below the 1951-55 average. Active harvest began about mid-November and there was some overlap with fall crops in other states. Supplies were relatively heavy and prices were very low through mid-December. The market improved during the last half of December as Virginia became the dominant source of supply and prices were at moderate levels until the shipping season drew to a close in late April. The season average price was above 1956 but slightly below the 1951-55 average.

1958 Guide: The 1958 guide is a planted acreage equal to 1957. Such an acreage with no abandonment and a 1953-57 average yield will result in a production 5 percent larger than in 1957 but 9 percent smaller than the 1951-55 average.



1958 Acreage-Marketing Guides  
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and  
Probable Production

(see 1958 guide below) 63,600                      1/ 141                      8,915

Background Statistics

1957 Prel.	68,000	66,900	130		8,723	4.22	36,782
1956	79,300	78,300	130	2/	10,190	3.35	33,397
1951-55 Average	64,620	61,320	139	2/	8,497	3.98	33,946
1946-50 "	53,200	52,520	133	2/	6,902	4.53	30,859

1/ 1952-56 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1946, 22 in 1948, 598 in 1950, 61 in 1951 and 208 in 1956.

Comparisons and Comments: The 1957 production was 14 percent less than the record crop in 1956, largely because of a sharp reduction in planted acreage in Texas (resulting from drought) and below normal yields in California. However, the total 1957 production was 3 percent above the 1951-55 average. From the start of the season in late November until the second week of February, shipments were relatively light. The movement from the small Texas crop was below normal and adverse weather in the Yuma area and the Imperial Valley lowered yields and reduced quality. Prices ranged from moderate to high levels during this period. In February, supplies from the excessive acreage in the Imperial Valley became very heavy and prices broke sharply to extremely low levels where they remained the rest of the season. Heavy shipments from the spring crop in Blythe, California contributed to the low prices during the first half of March. Season average prices were relatively high in Florida and Texas, where the bulk of the crops were marketed early in the season. The California and Arizona season average prices were low. With a more normal acreage in Texas, low prices probably would have prevailed throughout the 1957 season.

1958 Guide: The 1958 guide is a planted acreage in Texas 15 percent more than in 1957, in California 15 percent less than in 1957 and in all other states equal to 1957. Such acreages with 1952-56 average yields by states will result in a production 2 percent more than in 1957 and 5 percent more than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Green Peppers

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and  
Probable Production

(planted acreage 20 percent  
less than in 1957) 5,500

1/ 105 537

Background Statistics

1957 Prel.	6,900	6,100	90	549	10.80	5,929
1956	5,000	4,500	115	529	12.20	6,454
1951-55 Average	4,020	3,820	105	395	11.00	4,230
1946-50 "	3,840	3,480	98	2/ 339	10.36	3,296

1/ 1951-55 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 60 in 1946 and 3 in 1948.

Comparisons and Comments: The acreage planted for winter harvest in 1957 was record large -- about 38 percent more than in 1956 and 72 percent above the 1951-55 average. Part of the expansion was the result of a delay in development of fields originally intended for harvest during the fall season. Adverse weather caused some loss of acreage and below average yields. As a result, production was only 4 percent above 1956 although still 39 percent above the 1951-55 average. Shipments were heavy during the first half of January and prices were relatively low. On January 21, very heavy rains in the Pompano and Fort Myers-Immokalee areas severely damaged the crops, mostly by lowering quality. Continued shower activity during February and March contributed to production difficulties. From late January through March prices varied widely, dependant upon quality, and the few supplies of good quality commanded premium prices. However, a larger portion of the supply was of questionable quality and sold at relatively low prices. The season average price was well below the high price in 1956 but was only slightly below the 1951-55 average.

1958 Guide: The 1958 guide is a planted acreage 20 percent less than in 1957. Such an acreage with a normal abandonment of 7 percent and a 1951-55 average yield will result in a production 2 percent less than in 1957 but 36 percent more than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Shallots

(Louisiana)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1958 Acreage Guide and Probable Production (planted acreage equal to 1957)	3,700	1/ 28	104		
<u>Background Statistics</u>					
1957 Prel.	3,700	2,900	20	58	7.50 435
1956	3,900	3,900	30	117	7.40 777
1951-55 Average	3,840	3,840	27	105	8.81 846
1946-50 "	2,860	2,860	27	78	7.84 601

1/ 1952-56 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1955 and 12 in 1956.

Comparisons and Comments: Early in the growing and marketing season for the 1957 winter crop of shallots it appeared that total supplies would be about in balance with market requirements. The planted acreage was moderately less than in 1956 when marketing problems arose, and yields were expected to be slightly above average. However, the crop was plagued by adverse weather, insects, and disease during most of the season; a substantial acreage was lost and yields were sharply reduced. As a result, the total production was 50 percent less than in 1956 and was the smallest since 1944. Prices to growers were moderate as marketing got underway during the last half of October but increased to fairly high levels for good quality by the end of November. There was a wide range of prices, depending upon quality, but the average level was relatively low. The season average price was only slightly above the low level in 1956 when there was considerable economic abandonment, and was substantially below the 1951-55 average. If the quality of the 1957 crop had been higher, growers probably would have been able to obtain more favorable prices.

1958 Guide: The 1958 guide is a planted acreage equal to 1957. Such an acreage with no abandonment and a 1952-56 average yield will result in a production 79 percent more than in 1957 but slightly less than the 1951-55 average.



1958 Acreage-Marketing Guides  
Winter Vegetables

Spinach

(South Carolina, Mississippi, Texas and California)

Year	Acreage		Yield		Price		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		
1958 Acreage Guide and Probable Production (planted acreage equal to 1957)							
	13,200		<u>1</u> / 48	596			
Background Statistics							
1957 Prel.	13,250	13,250	51	671	7.03		4,717
1956	14,050	13,950	51	706	7.21		5,093
1951-55 Average	21,820	16,900	43	<u>2</u> / 719	6.96		4,940
1946-50 "	40,950	33,976	31	1,037	5.41		5,483

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1952 and 9 in 1953.

Comparisons and Comments: The downward trend in acreage and production of the winter crop of spinach continued in 1957 with the total planted acreage 6 percent below 1956 and the total production 5 percent below 1956. Most of the reduction reflected the absence of commercial production in Mississippi. The average yield was equal to 1956 and was considerably above the 1951-55 average. The upward trend in yield since 1950 reflects the decline in the relative importance of Texas, where yields tend to be well below yields in the other winter crop states. Dry weather restricted harvesting early in the season and prices were fairly high during late November and the first half of December. As the movement increased during the latter part of December, prices declined, reaching low levels by mid-January. Prices continued relatively low until the season neared its end in early April. Season average prices were slightly below average in Texas and South Carolina but above average in California. Supplies of frozen spinach were fairly large during the 1957 winter season and offered strong competition to the fresh product. Current indications are that frozen supplies in 1958 will be at least as large as in 1957.

1958 Guide: The 1958 guide is a planted acreage equal to 1957. Such an acreage with a normal abandonment of 6 percent and a 1953-57 average yield will result in a production 11 percent less than in 1957 and 17 percent below the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Vegetables

Tomatoes

(Florida)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	: Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1958 Acreage Guide and Probable Production

(planted acreage 15 percent less than in 1957)	21,400	<u>1/</u> 114	2,318
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Background Statistics

1957 Prel.	25,200	23,000	110	2,530	7.20	18,216
1956	20,700	18,500	115	2,128	11.80	25,110
1951-55 Average	15,560	15,160	114	1,755	9.49	16,326
1946-50 "	13,960	11,680	81	2/ 991	10.76	9,746

1/ 1951-55 average yield.

2/ Includes 68,000 cwt. not marketed in 1946 and excluded in computing value.

Comparisons and Comments: The 1957 planted acreage was record large and was 22 percent above 1956. However, the crop was beset by adverse weather in the last half of the season, resulting in some loss of acreage and reductions in yields. For the season, yields were well below 1956 and the 1951-55 average. Total production was 19 percent larger than in 1956. Prices were moderate during the first half of January but declined rapidly to low levels later in the month as shipments became heavy. Prices continued very low until mid-February, then showed some improvement during the last half of the month when very heavy rains caused damage to mature acreage and lowered quality on younger acreage. For the rest of the season, prices were moderate for good quality tomatoes. In general, financial returns to growers for the 1957 season were very unfavorable, with a combination of excessive supplies and low prices during the first half of the season and low yields and poor quality during the last half. Imports were held below potential levels early in the season by low domestic prices but increased during the latter portion of the season.

1958 Guide: The 1958 guide is a planted acreage 15 percent less than in 1957. Such an acreage with a normal abandonment of 5 percent and a 1951-55 average yield will result in a production 8 percent less than in 1956 but 32 percent more than the 1951-55 average.

1958 Acreage-Marketing Guides  
Winter Potatoes

(California and Florida)

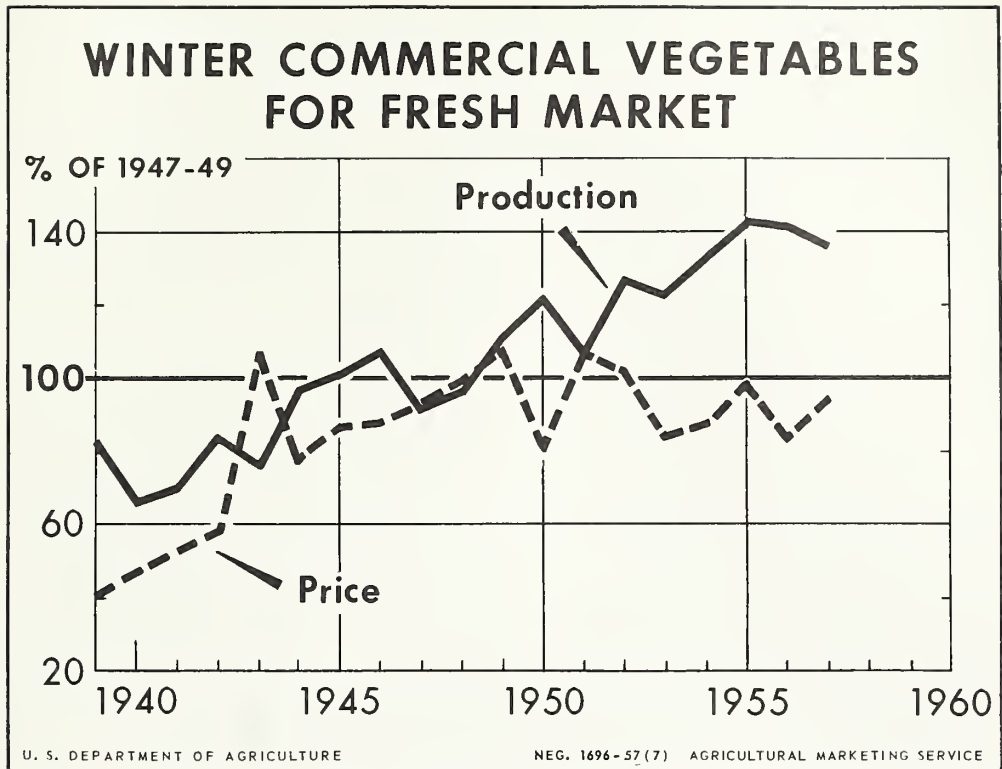
Year	Acreage		Yield	
	Planted	For Harvest	Per Acre	Production
	( acres )		( cwt. )	( 1,000 cwt. )
1958 Acreage Guide and Probable Production (see 1958 guide below)	38,700		1/ 164	6,300
<u>Background Statistics</u>				
1957 Prel.	46,000	45,000	151.3	2/ 6,810
1956	34,100	33,800	155.6	5,260
1951-55 Average	23,700	23,500	161.4	3,796

- 1/ 1954-57 average yields by states.  
2/ Included 290,000 cwt. not marketed.

Comparisons and Comments: Despite indications of a large 1956 fall crop production, 1957 winter crop acreages were increased substantially from 1956 levels. Florida plantings were 50 percent higher, but were partially offset by lower than average yield. The 17 percent increase in California plantings was accompanied by above-average yield. Total winter production was record high and 29 percent higher than in 1956. Marketing difficulties were encountered, particularly in Florida where 9 percent of the production was not marketed because of low prices. Winter supplies competed with large storage holdings for market outlets. Section 32 diversion of storage holdings, January through March, approximated 6.6 million cwt. -- an amount almost equivalent to 1957 winter production. During the harvesting of the Florida crop heavy rains caused deterioration in potato quality and reduced volume of shipments. Cumulative shipments through March 31, 1957 were about 5,100 carlot equivalents compared with 6,200 during the same period in 1956. Shipping point prices in Florida opened at \$4.00 per cwt. in December, then eased downward to \$2.50-\$3.00 in March when the bulk of the crop was sold. Winter crop growers should gauge their 1958 production plans in light of 1957 fall crop production indications. California growers should give consideration to the increased fall crop acreage for harvest in 1957 in the Western States.

1958 Guide: The 1958 guide is a planted acreage 25 percent less than in 1957 in Florida and 5 percent less than in 1957 in California. Such acreages with an average abandonment of one percent in Florida, and 1954-57 average yields by states will result in a production 8 percent less than in 1957, but 20 percent more than in 1956.





Production of vegetables in the 1957 winter season was 36.3 percent larger than the 1947-49 average but was about 4 percent less than in 1956. The reduction from 1956 was the result of unfavorable weather conditions in all major producing areas. Severe drought sharply reduced planted acreages in the Texas Lower Valley. Excessive rain in Florida caused some acreage losses and materially lowered the quality of the more tender vegetables. Frosts in Arizona and California delayed harvest schedules. Prices were highly variable throughout the season as the adverse weather distorted harvesting and marketing patterns. Season average prices were above 1956 for lima beans, snap beans, cabbage, celery and lettuce. Prices for all other vegetables were below 1956 levels. The index of prices received by farmers for winter vegetables was 94.1 in 1957 compared to 83.6 in 1956.

